

**VEGETARIAN FED** 

White 12 pack

Brown 12 pack

270

2.51

## USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/16 thru 05/22. (prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY THIS WEEK **PREVIOUS WEEK PREVIOUS YEAR** 27.4% of 22.900 stores **Feature Rate** 46.2% of 22.900 stores 36.3% of 23.200 stores X LARGE LARGE X LARGE LARGE X LARGE LARGE Stores Avg Stores Avg Stores Avg Stores Avg Stores Avg Stores Avg USDA GRADE AA White 12 pack 450 1.50 490 1.53 10 1.79 1,250 1.02 Е 430 2.68 430 2.21 50 2.25 270 2.65 White 18 pack 110 2.73 G Brown 12 pack USDA GRADE A White 12 pack 60 1.29 630 1.30 1.29 5,080 1.28 10 0.99 3,100 1.30 White 18 pack 70 2.31 510 2.33 380 1.97 Brown 12 pack 170 60 1.77 1.69 USDA ORGANIC White 12 pack Brown 12 pack 4.79 360 4.71 3.57 710 4.00 10 20 3.39 110 5.18 80 OMEGA-3 White 12 pack 1,600 10 3.99 1.630 2.26 1,830 2.63 990 2.51 270 2.51 2.64 Brown 12 pack 2.00 60 3.99 20 2.64 20 CAGE-FREE White 12 pack 70 2.55 1,380 2.51 140 2.79 1,750 2.97 630 2.52 Brown 12 pack 1,580 2.66 1,090 2.87 1,090 2.71

2.27

340

260

1.99

3.24

370

5.0	210 2101	100 2.00		v. <u> </u>	00 00
	Eggs - Grade A or	better, avg. feature p	rice converted to \$/do	ozen	
1.60 1.60	1.31	1.49	1.48	1.34	1.50
Apr 11-17	Apr 18-24	Apr 25-May-01	May 02-08	May 09-15	May 16-22

340

400

2.48

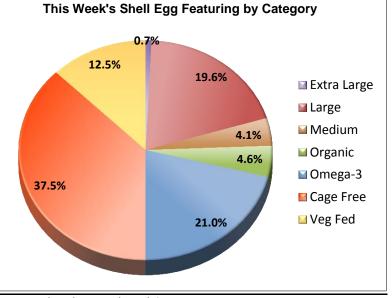
2.35

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/		
Regular	1,640	6,810	5,130	Large Eggs on		
Specialty	6,110	6,920	4,490	May-12-2014		
Total (includes MD)	8,080	13,810	10,290	484.0		
Special Rate 4/:	6.4%	3.1%	0.9%	down 7.5%		

5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is sharply lower when compared to last week's very active ad cycle. Fewer promotions are resulting in the average price of Grade A or better, Large white eggs to consumers to trend higher. The number of "no price" incentives increase as grocers are offering free eggs with the purchase of a like product. Advertisements of Extra Large eggs are still limited, however ads for Medium eggs are showing up more in flyers. Feature activity on specialty shell eggs is slightly lower. Cage-free and Omega-3 eggs remain the most commonly featured types in this category. Featuring of liquid egg products decline. As the Memorial Day holiday approaches, eggs could see more ad presence in the next cycle to satisfy a demand for egg-based picnic items.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

3.48

90

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		NORTHE	AST U.S.		SOUTH	EAST U.S.	MIDWEST U.S.						
(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				(AL,FL,GA,MS,I	NC,SC,TN,VA,WV	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)							
F	Activity Index 4 Activity Index = 2,950 (includes Medium) Activity Inde				11.0% of 5,900 Activity Index = 1,0	sampled outlets 20 (includes Med		34.6% of 4,200 sampled outlets Activity Index = 2,270 (includes Med					
CLASS		EXTRA LARGE LARGE			EXTRA LARGE	EXTRA LARGE LARGE							
	CLASS	Price Range Stores Avg 3/	Price Range	Stores Avg 3/	Price Range Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/	
USDA	White 12 pack		1.69	10 1.69						1.19 - 1.50	60	1.33	
GRAD	White 18 pack												
AA	Brown 12 pack												
	MEDIUM	White 12 pack			White 12 pack				White 12 pack			4.00	
HCD	White 12 pack		0.69 - 1.99	30 1.25		1.29 - 1.50	140 1.44	1.29	60 1.29	0.98 - 1.99	440	1.26	
USD/ GRAD	· ·		2.50	30 2.50						2.29	30	2.29	
A	MEDIUM	White 12 pack	1.00	160 1.00	White 12 pack		10 0.99		White 12 pack	0.99	70	0.99	
1	10.000000000000000000000000000000000000	White 30 pack			White 30 pack				White 30 pack				
US	DA ORGANIC												
s	White 12 pack Brown 12 pack		3.99 - 4.99	350 4.75				4.79	10 4.79	2.99	10	2.99	
P	IEGA-3		3.99 - 4.99	330 4.73				4.79	10 4.79	2.99	10	2.99	
E	White 12 pack		1.99 - 2.99	1,190 2.23		1.99 - 2.89	40 2.34			1.99 - 2.50	270	2.44	
C	Brown 12 pack		3.99	60 3.99		1.00 2.00	.0 2.0 .			2.00			
, CA	GE-FREE												
A	White 12 pack	2.79 50 2.79				2.50	390 2.50	2.99	10 2.99	2.49 - 2.50	650	2.50	
- -	Brown 12 pack		2.99 - 4.00	210 3.61		2.50	390 2.50			2.49 - 3.89	660	2.53	
YVE	GETARIAN FED												
	White 12 pack		2.48 - 2.59	320 2.50		2.50	10 2.50						
	Brown 12 pack		2.48 - 2.99	270 2.51	0011711	1.99 - 2.38	40 2.05		NODTIN	WEGT II O			
			NTRAL U.S	=\		WEST U.S.				WEST U.S.			
	1/	(AR,AZ,CO,KS,LA,		•		HI, NV)			,	,OR,WA,WY)			
	eature Rate <sup>1/</sup> ctivity Index <sup>2/</sup>	26.5% of 4,200 s	•		,	sampled outlets	36.3% of 1,200 sampled outlets Activity Index = 190 (includes Medium)						
A	White 12 pack	Activity Index = 1,17	1.48 - 1.50	190 1.49	Activity Index = 48	1.56 - 1.99	um) 110 1.97	A	ctivity index = 19	0.99	80 80	0.99	
USDA	White 18 pack		1.46 - 1.50	70 1.49		2.50 - 2.99	320 2.94			1.89 - 1.99	40	1.95	
GRAD	Brown 12 pack		1.05 - 1.55	70 1.32		2.50 - 2.55	320 2.34			1.05 - 1.55	40	1.33	
AA	MEDIUM	White 12 pack			White 12 pack				White 12 pack				
	White 12 pack	· · · · · · · · · · · · · · · · · · ·	0.99 - 1.29	20 1.17	·								
USDA	White 18 pack					1.80	10 1.80						
GRAD	E Brown 12 pack												
Α	MEDIUM	White 12 pack White 30 pack	0.49 - 0.99	80 0.87	White 12 pack White 30 pack		10 1.50		White 12 pack White 30 pack				
US	DA ORGANIC	,											
s	White 12 pack												
D	Brown 12 pack												
E OV	/IEGA-3												
c	White 12 pack		1.99	90 1.99	3.99 10 3.99	2.50 - 3.00	20 2.67			1.99 - 2.50	20	2.21	
1	Brown 12 pack												
A	White 12 pack		2.50	320 2.50				0.88	10 0.88	2.99 - 3.29	20	3.17	
L	Brown 12 pack		2.50	320 2.50				0.00	10 0.00	2.33 - 3.29	20	3.17	
VE	GETARIAN FED		2.00	020 2.00									
Y	White 12 pack									1.67	10	1.67	
	Brown 12 pack		1.99 - 2.00	80 1.99						2.15	10	2.15	
Sourc	e: USDA Agricultu	ral Marketing Service, Livesto	ck, Poultry & G	rain Market Ne	ws - (515) 284-4471 http://	www.ams.usda.g	iov/AMSv1.0/L	PSMarketNew	/sPage			2 of 3	

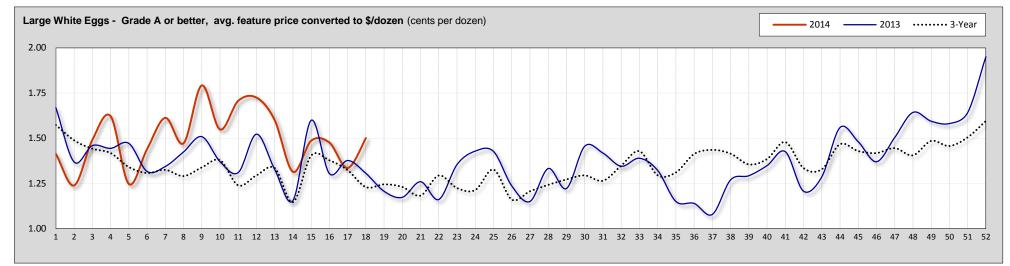


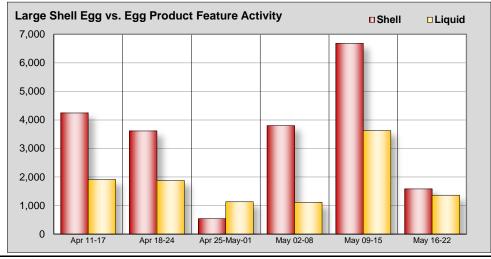
## USDA Weekly Retail Shell Egg and Egg Products Feature Activity

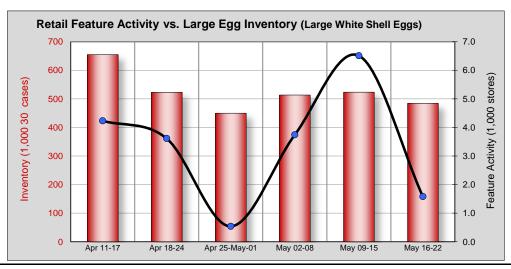
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/16 thru 05/22.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate		15.7%	11.1%	14.5% of 4,700 sampled		8.1% of 5,900 sampled		8.9% of 4,200 sampled		1.7% of 4,200 sampled		0.3% of 2,800 sampled		0.5% of 1,200 sampled	
2/ Activity Index	1,360	3,620	2,340	Activity Index = 740		Activity Index = 240		Activity Index = 250		Activity Index = 110		Activity Index = 10		Activity Index = 10	
	Stores Avg 3/	Stores Avg 3	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	950 2.29	3,330 2.62	1,700 2.03	1.99 - 2.99	680 2.31	2.00	40 2.00	2.29	120 2.29	2.29 - 2.48	90 2.30	2.50	10 2.50	2.29	10 2.29
32 oz. crtn	240 3.90	120 4.40	570 4.49			3.88	200 3.88	3.99	20 3.99	3.99	20 3.99				
3 - 4 oz. cup	170 2.73	170 2.48	70 2.50	2.79	60 2.79			2.69	110 2.69						
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.